

## **The R&D and the training at the service of the agricultural transition: a year of synergy between Bordeaux Sciences Agro, MAS Seeds and Maisadour**

*Haut-Mauco, the 5<sup>th</sup> of June 2024* In May 2023, Maisadour, MAS Seeds and Bordeaux Sciences Agro signed a strategic partnership to develop joint training, studies and research projects in agroecology and digital for agriculture. One year after this signature, several actions have been implemented to develop together some solutions to the challenges of tomorrow's agriculture and to drive the agricultural transition on the territory's farms.

### **The Research & Development to decarbonize the seed production**

As part of this tripartite partnership, a student of Bordeaux Sciences Agro joined MAS Seeds' Research & Development Department, Maisadour's seed subsidiary, in order to develop some tools and methods to decarbonize the seed production.

About 200 simplified diagnostics were carried out among the seed producers member of the Cooperative Group, which highlighted the different practices that have an impact on farms. Afterwards, a dozen extra diagnostics will be carried out with the farms to study the leverages to implement in order to improve the carbon footprint of the seed.

11 pilot farms have also volunteered to work on practice changes, in order to produce sustainable seeds, in particular through a reduced carbon impact. These "low carbon" seeds will be produced in these pilot farms during 2024.

In parallel, a second apprentice from Bordeaux Sciences Agro joined the Research & Innovation Department of the Agricultural Business Line of Maisadour for a period of three years. This collaboration will allow the Group to work on cover crops and their uses in regenerative agriculture, through the implementation of varietal experiments.

### **Driving the digitalization of the farms**

Digital is also an integral part of this partnership, as it is a major leverage for the agroecological transition. Traceability and decision support tools, data collection and valorization, etc. the digital technologies are part of the development of tomorrow's sustainable agriculture.

The "Junior Company" of Bordeaux Sciences Agro collaborated with MAS Seeds and the Agricultural Business Line of Maisadour to carry out a study on digital agriculture in the Landes. This survey has made it possible to better understand the use of digital technology among a hundred farmers, as well as among the employees of Maisadour and MAS Seeds. The results of the survey will allow the develop the digital strategy of the Group and of MAS Seeds to have increasingly environmentally friendly farming activities and seed production.

The digital must be at the service of the agroecological transition and of the ambitious goals of the Group in terms of CSR.

For example, thanks to the collect and the valorization of the digital data related to farming, it is possible to obtain and multiply indicators on the management of water inputs, or the weather, and thus to better control these parameters. Thus, the “data” is fully part of the Maisadour’s AMBiTION 2030 strategy, as it is a powerful tool to identify which leverages to implement in order to meet tomorrow’s challenges and in particular the fight against global warming.

**Pierre Flye Sainte Marie, Executive Director of Mas Seeds:** *« These first concrete advances demonstrate the relevance of this collaboration. The vision and the know-how of all the players of this partnership are a true asset to develop together tomorrow’s agricultural world.»*

**Sabine Brun, Director of Bordeaux Sciences Agro:** *“The partnership launched in 2023 with Maisadour and MAS Seeds fully plays its role in facilitating the exchanges between our two structures. In perfect coherence with the strategy of Bordeaux Sciences Agro, it is part of the overall guideline of our establishment: supporting the agroecological transitions of the agricultural actors through training, transfer and research.”*

### The digital to accelerate the varietal research

The three entities are starting the second year of their partnership with the continuation of the projects started and the development of new topics. There are some ongoing exchanges between the Digital Department and the Seed R&D for the development of drone image capture on micro-plots of experimentation, in order to develop phenotypic digital analyses. This project aims to increase the capacity and the speed of the variety analysis.

### Train all the actors about tomorrow’s agriculture

A successful agricultural transition must involve raising awareness and the training of all the actors about the new agricultural issues and tomorrow’s solutions.

This partnership allows:

- The recruitment of students of Bordeaux Sciences Agro for internships, work-study programs and other student projects.
- The involvement of Maisadour in the students’ training in order to enrich their educational curriculum with the concrete case of an agricultural cooperative.
- The affiliation to an agro-digital ecosystem and the involvement in collaborative projects for knowledge sharing and co-construction of solutions.
- The transfer of the research results, thanks to a close collaboration between the teacher-researchers of Bordeaux Sciences Agro, their experimentation and direct application for the members of the cooperative group

#### ABOUT THE MAÏSADOUR COOPERATIVE GROUP

Since 1936 Maisadour has been a committed Cooperative from the South-West of France, with a CSR Committed label, placing Man and the Living at the center of its concerns, for a sustainable agriculture, food and society. Maisadour develops chains of excellence that meet the expectations of consumers to promote, in France and in 50 countries, the productions

of its farmers. “At Maisadour, we are working together for the success of our members and are developing the future of our territories.” The Group, structure around the Agricultural Activities, Seed and Food Business Lines, markets gourmet product under the brands Maison Delpyrat and Comtesse du Barry and Red Label poultry under the brands St SEVER and Marie Hot.

[www.maisadour.com](http://www.maisadour.com)

#### **Key information**

Governance: Daniel Peyraube, President / Christophe Bonno Executive Director  
Turnover for fiscal year 2022-2023: €1.475 billion / 5,000 farmers and 4,300 employees

#### **ABOUT MAS SEEDS**

MAS Seed is a subsidiary of the Maisadour Cooperative Group, farmers cooperative from the South-West of France. With 70 years of experience in the seed fields, MAS Seeds is structured around 3 business lines: the creation of varieties for field crops and breeding, the seed production and their marketing. MAS Seeds has 13 subsidiaries abroad and 85% of its turnovers is made out of France in around 50 countries.

Management: Pierre Flye-Sainte-Marie (Executive Director) and Jean-Luc Capes (President)

#### **ABOUT BORDEAUX SCIENCES AGRO**

Bordeaux Sciences Agro is a public institution of higher education and agricultural research under the supervision of the French Ministry of Agriculture and Food. Created in 1925, it trains 700 students every year who follow the Agronomic Engineer course through the initial training under a student or apprentice status or through one of the six Master Degrees co-accredited with Bordeaux universities or national partners or the CGE-certified Specialized Master Degree. In France, agricultural, veterinary and landscape higher education, gather 20 institutions ensuring the training of 17,000 students. In these institutions, training for sustainable development, agronomy, food, environment, landscape, veterinary medicine and land-use planning are offered. Through its local anchorage and its national and international partnerships, Bordeaux Sciences Agro contributes to the influence of the university site of Bordeaux by being one of the 7 founding members of the IDEX “University of Bordeaux”, supports the activities of the regional clusters and competitiveness poles and collaborates with the main actors of research and higher education agronomic and veterinary in France within the framework of the French Institute of Agronomy, Veterinary and Forestry.

#### **PRESS CONTACT**

##### **CORIOLINK AGENCY**

Océane Vilminot - T. 07 84 90 83 16

[oceane.vilminot@coriolink.com](mailto:oceane.vilminot@coriolink.com)

Amélie Lebreton - T. 06 70 60 25 30

[amelie.lebreton@coriolink.com](mailto:amelie.lebreton@coriolink.com)

##### **MAÏSADOUR**

Auréli Zimmermann - T. 06 08 92 92 52

[a.zimmermann@maisadour.com](mailto:a.zimmermann@maisadour.com)

Nina Bernadet - T. 07 89 39 60 46

[n.bernadet@maisadour.com](mailto:n.bernadet@maisadour.com)